

**For Immediate Release**

July 10, 2014

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## **54-Hour “Startup Weekend” Readies Hardware Startups in San Jose** *Participants compete against the clock to bring new ideas to life*

**SAN JOSE, CA** — Can Startup Weekends turn strangers into teams into companies in less than three days? Many companies—including hits [FoodSpotting](#) and [Zaarly](#)—have successfully done so.

Starting Friday night, July 11, The Tech Museum of Innovation in Downtown San Jose will bring more than 100 designers, developers, engineers, and entrepreneurs in a 54-hour marathon race against the clock for a chance to launch a startup.

Coming from many different professional lives, participants will form teams, pitch ideas, and develop prototypes during the weekend for a chance to launch a startup. Coaching and feedback for technical and non-technical entrepreneurs will be available for the would-be entrepreneurs.

The event will end with live demonstrations and prototype presentations that will be open to the public and free of charge.

- When:** Friday, July 11, from 6:30 p.m. to Sunday, July 13 at 8:30 p.m.  
Public viewing event: Sunday, July 13, 2014 from 5 p.m. to 8:30 p.m.
- Where:** The Tech Museum of Innovation  
201 South Market Street, San Jose
- How:** Purchase participant tickets and reserve free spectator tickets for the Startup Showcase at <https://www.eventbrite.com/e/startup-weekend-bay-area-makers-072014-tickets-11507929527>

“The Tech is thrilled to sponsor and host Bay Area Makers Startup Weekend,” said Tim Ritchie, president of The Tech Museum of Innovation. “Our mission is to inspire the innovator in everyone, and Startup Weekends bring the community together to do just that in a uniquely collaborative and creative way.”

“Bay Area Makers Startup Weekend has taken the initiative to foster a local hardware startup community,” said Chris Burton, San Jose senior business development manager. “This event shines a spotlight on all the components of the Silicon Valley innovation ecosystem, and we look forward to launching the next generation of startups in San Jose.”

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**About Startup Weekend**

Startup Weekends are centered on action and innovation, and are designed to provide a superior experiential education for technical and non-technical entrepreneurs. Beginning with Friday night pitches and continuing through brainstorming, business plan development and basic prototype creation, Startup Weekends culminate in Sunday night demos and presentations. Startup Weekends are the perfect environment in which to test ideas and take the first steps towards launching a startup.

For more information about this event, visit [bayareamakers.startupweekend.org](http://bayareamakers.startupweekend.org) and follow the event on Twitter @BayAreaMakersSW. Registration site is <https://www.eventbrite.com/e/startup-weekend-bay-area-makers-072014-tickets-11507929527>

**About San Jose Office of Economic Development**

The San Jose Office of Economic Development is committed to a vital, competitive local economy that increases prosperity for people and companies. OED guides economic strategy, provides assistance for business success, connects employers with trained workers, and provides arts and cultural resources to our community. For more information, visit [www.sjeconomy.com](http://www.sjeconomy.com) and follow us on Twitter: @sjeconomy, #sjplace.

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